

# Gen Alpha in 2025: Education, Future Workforce, and Economic Influence

This report was created using ChatGPT's Deep Research on March 15, 2025 using the following prompt:

*Research Gen Alpha and the following: Education, Future Workforce & Economic Influence (How they learn, shape spending, and redefine work. Education & Learning Styles: Digital learning preferences, self-education, and expectations for school. -Future Workforce & Skills Development: Career aspirations, entrepreneurship, automation. - Economic & Consumer Behavior: - How they influence household spending. - What products/services resonate most (toys, gaming, fashion, etc.). - Subscription models vs. one-time purchases—do they expect everything to be on demand? - The impact of in-game purchases and digital goods (Robux, V-Bucks, NFTs, etc.).*

## Education & Learning Styles

**Digital Natives with Tech-Driven Learning:** Generation Alpha (born ~2010–2025) is the first generation entirely born in the 21st century, growing up immersed in digital technology ([Gen Z vs. Gen Alpha: Learning Styles in the Classroom | Navigate360](#)). In classrooms, technology is ubiquitous – **72% of students globally use some kind of digital device at school**, and many have school-issued or personal devices for learning (44% with school-provided devices, plus 28% bringing their own) ([Generation Alpha: Statistics, Data and Trends \(2024\)](#)) ([Generation Alpha: Statistics, Data and Trends \(2024\)](#)). Gen Alpha are *highly comfortable with on-demand digital content*, often preferring interactive apps, videos, and web-based platforms over traditional textbooks ([Gen Z vs. Gen Alpha: Learning Styles in the Classroom | Navigate360](#)) ([Engaging Gen Z & Alpha in Learning: Strategies & Insights](#)). Educators note that these young digital natives **expect personalized, engaging experiences** rather than one-size-fits-all lectures ([Engaging Gen Z & Alpha in Learning: Strategies & Insights](#)). For example, teachers report Gen Alpha students thrive with blended learning and bite-sized “microlearning” modules that cater to shorter attention spans ([Gen Z vs. Gen Alpha: Learning Styles in the Classroom | Navigate360](#)) ([Engaging Gen Z & Alpha in Learning: Strategies & Insights](#)).

**Self-Education Habits:** Having grown up with Google, YouTube, Siri, and Alexa always available, Gen Alpha kids often take learning into their own hands. **Parents say the area where Gen Alpha children exert the most control is “how they learn.”** Even before their teen years, many *turn to YouTube for self-directed learning* – from having YouTube read storybooks aloud to diving into niche topics like DIY slime or introductory astrophysics ([Raised by YouTube](#)). In one study, a

parent described her young son independently searching YouTube to have a Dr. Seuss book read to him, following along in his physical book ([Raised by YouTube](#)). Armed with limitless online resources, Gen Alpha's curiosity drives informal learning outside the classroom. This "learn it on my own" mindset means they're quick to look up tutorials, how-to videos, or educational games whenever they want to acquire a new skill or satisfy a question.

**Expectations for Schooling:** Gen Alpha's early exposure to technology shapes what they want from school. They tend to be **unimpressed by basic "smart" devices** – things like voice assistants are commonplace to them ([Gen Z vs. Gen Alpha: Learning Styles in the Classroom | Navigate360](#)) – so they *anticipate schools using modern tech creatively*. They thrive with **hands-on, collaborative projects and personalized feedback**, aligning with the interactive, social nature of their digital lives ([Engaging Gen Z & Alpha in Learning: Strategies & Insights](#)). The COVID-19 pandemic also accelerated changes: most of the oldest Gen Alpha students experienced at least one full year of remote learning, normalizing tools like Zoom and Google Classroom ([Generation Alpha: Statistics, Data and Trends \(2024\)](#)). As a result, they now expect seamless integration of e-learning platforms and real-world applications in their education. *Parents echo these expectations:* in a 2024 survey, **88% of U.S. parents of Gen Alpha students believe knowledge of AI will be crucial for their child's future** education and career ([88% of U.S. Parents of Gen Alpha & Gen Z Students Say AI Will Be Crucial to Their Child's Future Success | Business Wire](#)). Yet 81% aren't sure AI is even being taught in their school curriculum ([88% of U.S. Parents of Gen Alpha & Gen Z Students Say AI Will Be Crucial to Their Child's Future Success | Business Wire](#)), highlighting a gap between what families expect and what schools currently offer. This has led to calls for modernizing curricula – for instance, **84% of parents want extra teacher training on incorporating AI into classrooms** ([88% of U.S. Parents of Gen Alpha & Gen Z Students Say AI Will Be Crucial to Their Child's Future Success | Business Wire](#)). In short, Gen Alpha (and their parents) expect schools to keep up with technological advances, whether through AI-driven personalized learning tools, educational games, or other innovative methods. They're looking for education that is tech-infused, **on-demand, and tailored to individual learning paths**, much like the digital services they use at home.

## Future Workforce & Skills Development

**Evolving Career Aspirations:** When asked about the future, Gen Alpha kids often *dream in digital*. Traditional answers like "doctor" or "astronaut" are now joined – even overshadowed – by ambitions to become **content creators, gamers, and tech innovators**. Research finds that many Gen Alpha children say **they want to be YouTubers, Twitch streamers, or video game designers when they grow up** ([Raised by YouTube](#)). Having seen the rise of young internet celebrities (like Ryan Kaji of *Ryan's World*, a child YouTuber whose family earns an estimated \$25 million annually ([Raised by YouTube](#))), this generation views online content creation as a viable and even ideal career path. Parents confirm this trend: families report their kids "play at" being YouTubers – for example, making pretend videos and parroting phrases like "Like and subscribe!" during playtime ([Raised by YouTube](#)). Beyond the allure of internet fame, **Gen Alpha**

**also shows a desire to align work with passion and purpose.** In one survey, over 30% of Gen Alpha said they want to “make a difference” when they grow up (helping people or the planet), and another ~15% hope to turn their personal hobbies into their jobs ([Generation Alpha: Statistics, Data and Trends \(2024\)](#)). This suggests a blend of idealism and entrepreneurial spirit in their aspirations.

**Entrepreneurial Mindset:** Gen Alpha appears poised to be **one of the most entrepreneurial generations yet**. Even as kids, they exhibit an independent, enterprising streak. A 2023 Visa study of children aged 8–14 found that **three-quarters (76%) aspire to be their own boss or have a side hustle**, while only 13% envision working for an employer ([Visa - Generation Alpha set to be most entrepreneurial yet, as new research reveals expectations for a world of ‘ultimate convenience’](#)). This is a striking contrast to older generations and implies that Gen Alpha values *autonomy and innovation* in their future work lives. Not only are they dreaming about entrepreneurship, many are *practicing it already*: **78% of Gen Alpha kids (8–14) have earned money in the past year**, often through chores or small ventures, and almost half of those who did (43%) used technology to help them earn that money ([Visa - Generation Alpha set to be most entrepreneurial yet, as new research reveals expectations for a world of ‘ultimate convenience’](#)) ([Visa - Generation Alpha set to be most entrepreneurial yet, as new research reveals expectations for a world of ‘ultimate convenience’](#)). For instance, some are monetizing creativity via **social media (26% used it as a tool for income)** – whether by selling handmade products on online marketplaces or creating content – essentially early “side hustles” in grade school ([Visa - Generation Alpha set to be most entrepreneurial yet, as new research reveals expectations for a world of ‘ultimate convenience’](#)). This digital savvy in making money foreshadows a generation comfortable with freelancing, online business, and leveraging personal brands.

**Skills Shaped by Automation and AI:** Growing up alongside rapid advancements in automation and artificial intelligence, Gen Alpha is developing skills to thrive in a tech-saturated economy. They are often called “AI natives” – a 2024 parent survey showed **nearly half (49%) of Gen Alpha children ages 7–14 are already using AI tools** in some capacity ([Parent Survey Finds Half of Gen Alpha Students Using AI](#)). Many use AI-driven apps or chatbots **for fun (33% of kids)**, to **learn new things (23%)**, or even to **help with homework (20%)** ([Parent Survey Finds Half of Gen Alpha Students Using AI](#)). This early exposure means they view tools like chatbots, smart assistants, or generative AI as everyday aids, much like older generations viewed calculators. Parents overwhelmingly agree that *AI literacy will be essential*: 88% of Gen Alpha’s parents believe understanding AI is crucial for their child’s future success ([88% of U.S. Parents of Gen Alpha & Gen Z Students Say AI Will Be Crucial to Their Child's Future Success | Business Wire](#)). Automation is also influencing **which skills Gen Alpha prioritizes**. Because factual information is at their fingertips, educators emphasize that these students need to build strong *critical thinking and problem-solving skills* to navigate an age of information overload ([Gen Z vs. Gen Alpha: Learning Styles in the Classroom | Navigate360](#)). Creativity, adaptability, and social-emotional skills are likewise being stressed, as these are abilities less likely to be automated. In fact, experts project that **around 65% of Gen Alpha will work in jobs that don’t**

exist today ([Generation Alpha: Statistics, Data and Trends \(2024\)](#)) ([Generation Alpha: Statistics, Data and Trends \(2024\)](#)) – roles likely emerging from AI, robotics, and other new technologies. Gen Alpha seems aware of this shifting landscape: **40% of children in one survey said technologies like AI, virtual reality, and smart assistants will be integral to their future careers** ([Visa - Generation Alpha set to be most entrepreneurial yet, as new research reveals expectations for a world of 'ultimate convenience'](#)). Consequently, many are gravitating toward STEM learning. For example, coding camps, robotics clubs, and game design workshops for kids have surged in popularity, reflecting an early investment in tech skills. At the same time, this generation's innate entrepreneurial and digital talents may give them an edge in the future gig economy. By the time the oldest Gen Alphas enter the workforce (around 2030), they will likely carry a toolkit of both *high-tech skills* (data, coding, AI fluency) and *soft skills* (creativity, initiative, collaboration) shaped by growing up in an era of automation.

## Economic & Consumer Behavior

### Influence on Household Spending

Gen Alpha may be young, but they already wield considerable influence over family spending. Marketers often talk about “*pester power*”, and indeed **over two-thirds of parents (69%) say their Gen Alpha child has asked for a specific product after seeing it advertised** ([The Up-and-Comers: Understanding Gen Alpha - Numerator](#)). Many kids start doing this at a very young age – **half of parents report their child requested something by age six** ([The Up-and-Comers: Understanding Gen Alpha - Numerator](#)). These requests often translate into purchases. In one study, **58% of Gen Alpha kids had asked for something they saw on YouTube, and 75% of their parents admitted to buying that item** after the child saw it online ([Raised by YouTube](#)). Whether it's the latest toy unboxed by a favorite YouTuber or a snack promoted on TikTok, Gen Alpha's preferences heavily sway parental shopping carts.

This influence extends beyond just occasional toy begs; it's shaping routine shopping as well. About **49% of Gen Alpha parents say they maintain a shared household shopping list that their kids can add to** ([The Up-and-Comers: Understanding Gen Alpha - Numerator](#)). From groceries to gadgets, children have input into what the family buys. And parents often let them make choices: **half of parents usually let their Gen Alpha child choose snacks**, 44% let them choose clothing, and 41% let them pick beverages when shopping ([The Up-and-Comers: Understanding Gen Alpha - Numerator](#)). All told, children born in the 2010s already pack a punch at the register. A recent global survey estimated that **kids aged 8–15 are driving over a quarter of their household's monthly spending** on average ([Generation Alpha Drives Household Digital Spending: Checkout.com Global Study – EdTech Innovation Hub](#)). Their sway is even larger in digital categories – nearly one-third of spending on digital products/services in a household is influenced by these kids ([Generation Alpha Drives Household Digital Spending: Checkout.com Global Study – EdTech Innovation Hub](#)). In the U.S., this translates to real dollars: through both direct purchases (like spending their allowance) and indirect influence on parents, Gen Alpha's

economic footprint is estimated around **\$28 billion in direct purchasing power** and growing annually ([The Up-and-Comers: Understanding Gen Alpha - Numerator](#)). Brands are taking notice that even though these consumers are small, their impact on wallets is mighty – and it will only increase as they become teens.

## Products & Services Gen Alpha Engages With Most

**Toys & Entertainment:** Like generations before, young Gen Alpha children love toys – but their toys are increasingly tech-infused or trend-driven by internet culture. Classic brands (e.g. Mattel, LEGO) are still popular, yet the “*biggest thing*” in an Alpha kid’s world is often whatever they last saw on a YouTube toy review or unboxing video ([Raised by YouTube](#)). Fads can catch on overnight via social media. We’ve seen obsessions with fidget spinners, slime kits, and collectibles sparked by online hype. Importantly, **play has a digital dimension** now: platforms like **Roblox and Minecraft are hugely popular** with Gen Alpha, blurring the line between toy and game. In fact, 65% of parents of Gen Alpha kids under 14 say their child plays Roblox ([Roblox Game News: Winning Among Younger Consumers](#)). These sandbox games function as social hangouts, creative outlets, and marketplaces all in one. Gen Alpha spends significant time in virtual worlds – and also money (more on that below). Even offline toys increasingly tie into digital content (for instance, a physical toy that comes with an app or a code to unlock in-game items).

**Gaming & Digital Media:** Video gaming is perhaps the dominant entertainment for Gen Alpha, especially as they reach pre-teen years. Over one-third (37%) of Gen Alpha kids are playing video games daily, according to parents – almost as common as reading for pleasure ([Half of Gen Alpha Is Streaming Video Daily](#)). Favorites include **Roblox, Minecraft, and Fortnite**, which are not just games but social platforms where kids interact with friends. Mobile gaming is also big (many play on tablets or parents’ phones). Crucially, *Gen Alpha is a streaming-first audience*: 51% of parents say their Gen Alpha child streams video content (e.g. YouTube, Netflix, Disney+) at least once a day ([Half of Gen Alpha Is Streaming Video Daily](#)). Traditional TV schedules mean little to them – they have grown up with **on-demand video**. This generation also flocks to short-form content (YouTube shorts, TikTok) and kid-oriented streaming services. Even educational content is consumed via YouTube or apps, so entertainment and learning often blend. **Social media usage starts early** as well: children under 11 are already checking platforms like YouTube and TikTok almost daily in many cases ([The Up-and-Comers: Understanding Gen Alpha - Numerator](#)) ([The Up-and-Comers: Understanding Gen Alpha - Numerator](#)) (often on parent-supervised accounts or “Kids” versions). By ages 8–10, about 65% of kids spend up to 4 hours a day on social media or online content ([Half of Gen Alpha Is Streaming Video Daily](#)). All this points to Gen Alpha engaging most with digital, screen-based content – interactive games, streaming videos, and social/creative apps – often more than with traditional toys or TV.

**Fashion & Lifestyle:** As Gen Alpha ages into the tween years, they become more opinionated about personal style and lifestyle products. Parents report their kids increasingly influence apparel purchases – **44% of parents let their Gen Alpha child choose their own clothes** most of

the time ([The Up-and-Comers: Understanding Gen Alpha - Numerator](#)). This means the generation's preferences (for instance, comfort-wear, streetwear, or clothes featuring favorite characters) directly drive sales in children's fashion. Many Gen Alpha girls and boys alike follow trends seen on YouTube or Instagram (via family-friendly influencers) and ask for those styles. Beyond clothing, Gen Alpha engages with products that support their digital lifestyle: for example, **electronics and gadgets** rank high as they get older. Pre-teens might covet things like wireless headphones, gaming accessories, smartwatches, or tablets. By their early teens, some even start using basic personal care or beauty products; however, parents give the least autonomy in those categories (few Gen Alpha kids freely choose expensive personal or beauty items) ([The Up-and-Comers: Understanding Gen Alpha - Numerator](#)). Lastly, food and beverages are an often overlooked part of Gen Alpha's consumer profile – this cohort has been exposed to a wide variety of cuisines and snacks, partly thanks to the diverse and globalized world they're born into. Younger kids spend allowance on candies and treats, while older ones lean into picking fast food or trendy drinks (like bubble tea or Starbucks frappuccinos) ([The Up-and-Comers: Understanding Gen Alpha - Numerator](#)). Notably, households with Gen Alpha are introducing more *international brands* and flavors, especially in multicultural families ([The Up-and-Comers: Understanding Gen Alpha - Numerator](#)), suggesting Gen Alpha has broad taste and is open to global products.

## Subscription vs. On-Demand Preferences

Gen Alpha is often dubbed the “*on-demand generation*.” They've only known a world where nearly everything – entertainment, information, even shopping – is available at a click, typically through subscription services. Unlike their Millennial parents who remember tuning in to TV at a scheduled time or buying DVDs, Gen Alpha grew up with **Netflix, Disney+, YouTube** and other services where content is instantly accessible. As a result, they **expect media and services to be convenient, immediate, and continuous**. For example, a school-age Gen Alpha child might be baffled by the concept of “waiting until Saturday morning for cartoons” when their favorite shows are on-demand. This mindset extends to how they consume games and apps: many are familiar with subscription-based game passes, premium app subscriptions, and monthly “surprise box” services for kids.

In practice, families are catering to these expectations. **Millennial parents frequently purchase subscription-based products on behalf of Gen Alpha**. A global study found 29% of parents of Gen Alpha kids buy **digital products like e-gaming subscriptions or educational app subscriptions each month** ([Generation Alpha Drives Household Digital Spending: Checkout.com Global Study – EdTech Innovation Hub](#)). Popular examples include Roblox Premium (monthly Robux allowance), Minecraft Realms, or learning apps like ABCmouse – all recurring services rather than one-time buys. Gen Alpha kids also enjoy subscription toy and book clubs (receiving new kits or reading material regularly). They are being conditioned to see content libraries (rather than individual items) as the norm – for instance, a child might have access to an Apple Arcade or Amazon Kids+ subscription with dozens of games, rather than owning a single game cartridge. When it comes to music, they stream from family Spotify/Apple Music plans instead

of owning MP3s or CDs. This heavy diet of subscriptions and on-demand platforms means **Gen Alpha leans toward access over ownership** in many areas of life. They're likely to carry these preferences into adulthood – expecting everything from software to entertainment to even car rides (hello, Uber/Lyft) to be offered “as-a-service” with seamless, on-tap availability.

That said, one-time purchases haven't vanished for Gen Alpha. They still beg for individual toys or video games as gifts. But increasingly, even those come with digital extensions (like DLCs or season passes). The *expectation of instant gratification* is perhaps the key trait: whether via subscription or not, Gen Alpha consumers want what they want “**now.**” Brands and services that offer speed, personalization, and frictionless delivery (think same-day shipping or streaming a movie the day it's released) align well with this cohort's on-demand mindset. Conversely, those that enforce waiting or rigid schedules can feel out of step with what Gen Alpha is used to.

## **In-Game Purchases & Digital Goods Spending**

One of the most distinctive aspects of Gen Alpha's consumer behavior is their comfort with **spending real money on virtual goods**. From Roblox's “Robux” to Fortnite's “V-Bucks” to countless in-app purchase coins, digital goods are a staple of their childhood. *Microtransactions* in games – buying character skins, power-ups, accessories for avatars, etc. – are not viewed as strange or intangible by this generation; rather, they're as normal as buying a pack of trading cards was for prior generations. According to recent research, **about one-third of Gen Alpha kids in the U.S. use their own pocket money or allowance to make in-app purchases** in games ([Generation Alpha Drives Household Digital Spending: Checkout.com Global Study – EdTech Innovation Hub](#)). Many start doing so at young ages, often with parental supervision through allowance budgets or gift cards.

The scale of this behavior is significant. In households where kids play Roblox (a hugely popular platform for under-13s), **60% of those households report spending money on Roblox each month** for upgrades and in-game extras ([Roblox Game News: Winning Among Younger Consumers](#)). Most of these purchases are small (the majority under \$25 per month) ([Roblox Game News: Winning Among Younger Consumers](#)), but they add up across millions of users. As a result, games like Roblox and Fortnite generate billions in revenue largely from Gen Alpha and Gen Z spending in-game. This *normalization of digital spending* is further seen in gifting trends. Parents and relatives now commonly gift **digital gift cards or virtual currency** for birthdays and holidays. For instance, **19% of U.S. adults familiar with Roblox planned to give “Robux” as a holiday gift in 2023**, up from 12% the year prior ([Roblox Game News: Winning Among Younger Consumers](#)) – a clear sign that buying **virtual goods has entered the mainstream of kid-related spending**.

Beyond games, Gen Alpha is growing up with emerging digital asset trends. Some early-teen Alphas have dabbled in collectibles like NFTs (non-fungible tokens) – though this is niche and often under parental guidance, it shows the breadth of their digital consumption. More common are **digital collectibles within games** (like Pokémon GO creatures or digital trading cards) and

**cosmetic items for avatars across various platforms.** They assign real value to these items: owning a rare Fortnite skin or a special-edition virtual pet in Adopt Me (a Roblox game) can carry as much social bragging rights on the playground as owning a cool bike did for older generations. This comfort with intangible goods could translate to future behaviors like investing in virtual real estate, digital fashion, or whatever new digital economies arise.

Importantly, Gen Alpha's spending is still largely guided (and funded) by parents, so lessons about money are evolving too. Parents often set controls or have discussions about in-game purchase limits. Still, the **"nag factor"** is present: a child enjoying a free game will inevitably ask for a \$4.99 add-on here, \$1.99 there. Many parents oblige within reason, which reinforces the cycle. By growing up in this environment, Gen Alpha is learning to view spending as something that can be incremental, digital, and woven into the experience (as opposed to a separate trip to a store). They may carry more cashless habits – using digital wallets, app payments, etc. – as they get older. Even now, some are using contactless payment via phones or watches for small purchases, and in countries like the UK, a majority of 15-year-olds are making purchases independently (often via cards or digital payments) ([Generation Alpha Drives Household Digital Spending: Checkout.com Global Study – EdTech Innovation Hub](#)) ([Generation Alpha Drives Household Digital Spending: Checkout.com Global Study – EdTech Innovation Hub](#)).

In summary, **Gen Alpha's consumer behavior is defined by early autonomy, digital integration, and on-demand expectations.** They influence what their families buy, have clear favorites in tech-centric products and media, prefer services that match their "always online" lifestyle, and freely spend (or prompt spending) in virtual environments. Surveys and industry data consistently show that this emerging cohort is **pushing businesses to innovate** – whether it's education tech, retail, or entertainment – to meet the unique blend of behaviors and preferences Gen Alpha brings to the table ([Visa - Generation Alpha set to be most entrepreneurial yet, as new research reveals expectations for a world of 'ultimate convenience'](#)) ([Visa - Generation Alpha set to be most entrepreneurial yet, as new research reveals expectations for a world of 'ultimate convenience'](#)). As they grow into full-fledged consumers over the coming decade, we can expect their digital-native mindset to profoundly shape the future of the workforce and the economy.

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